IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S)	: Calabria et al.
TITLE	: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT
APPLICATION NO.	: 10/743,520
FILED	: December 19, 2003
CONFIRMATION NO.	: 7681
ATTORNEY DOCKET NO.	: XERZ 2 00688 D/A3360Q1
Commissioner for Patents U.S. Patent and Trademark Office Alexandria, VA 22313-1450	
<u>EFS</u>	TRANSMITTAL LETTER
Dear Sir:	
In connection with the above-identi	fied application, transmitted herewith are the following:
New Patent Application, including Transm ☐ Utility ☐ Design ☐ Prov. ☐ Cont. ☐ ☐ Div. ☐ RCE ☐ 371 Submission pages of Specification pages of Claims (total claims independent claims) pages of Abstract sheets of Formal / Informal Drawings (Figures) ☐ Declaration and Power of Attorney ☐ Preliminary Amendment ☐ Claim for Right of Priority: App. No.: which claims Priority to App. No.: filed: Request & Certification Under 35 U.S.C. 122(b)(2)(B)(i)	CIP PTO Form 1449 and 6 References (1 enclosed) Response to Notice to File Missing Parts Amendment (due:) and Amendment Transmittal Letter Petition for Month Extension of Time Response to Notice to File Missing Requirements Response to Restriction Requirement Petition Specify Type Notice of Appeal Appeal Brief Issue Fee and Publication Fee Other:
association with this submission. If any a of this submission, the Commissioner associated with this submission to Depos	dit card through the electronic filing system (EFS-Web) in idditional fee is determined to be due as a result of the filing is hereby authorized to charge any such additional fees it Account Number 06-0308.
submission, the Commissioner is hereby Deposit Account Number 06-0308.	e provisions of 37 CFR 1.136(a)(1)-(5) be required for this vauthorized to charge any such extension of time fees to
This submission is being filed on the date States Patent and Trademark Office via the	e indicated below by electronic transmission with the United be electronic filing system (EFS-Web).
Clares I atont and Tradomain Office via ti	o contracting of ottom (E. C. 1.00).
February 1, 2010	Alu C 3ru Mb

Alan C. Brandt, Reg. No. 50,218